

The Colors of Growth

Opposite is a pull-out poster with two views of how the Bay Area could evolve between now and the year 2020. On the left is a map depicting the smart growth scenario showcased in this report. On the right is a map of the current trends base case, inviting a comparison between a continuation of “business as usual” development patterns versus a turn toward a smarter future.

On both maps, the current footprint of development appears as light gray. A light sprinkling of dots on the smart growth map indicates areas that would remain largely intact but where minor changes would occur — such as a 5 percent density increase, much of that attributable to the addition of granny units to single-family homes.

On the map depicting the smart growth scenario, three color families mark significant new development of various types (see keys). What distinguishes one color family from the next is the degree of emphasis on housing versus the emphasis on jobs. In fact, the three color families together represent a

continuum. Various shades of brown are reserved for new residential neighborhoods, which, by definition, incorporate very little employment. At the other end of the spectrum are various shades of purple, which designate new employment centers, educational institutions and other uses that for the most part exclude housing. In the middle of the jobs/housing continuum fall various shades of red, which signify mixed-use and town center development. Within all three color groupings, the darker the shade, the higher the density of that particular type of development.

Look closely at the two maps — smart growth on the left vs. base case on the right — and you’ll begin to see how a turn toward a smarter future will rein in the footprint of development in the nine-county San Francisco Bay Area. By dialing up the density in central cities, town centers and around transit hubs via infill development, the Bay Area has an opportunity to protect valuable agricultural lands and irreplaceable natural assets at the region’s fringes.

Project Web site: www.abag.ca.gov/planning/smartgrowth/maps.html

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www.abag.ca.gov/planning/smartgrowth/sponsors.html

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